

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
April 25, 2013
4:30 P.M.**

I. Call to Order

Chair Bouassida called the meeting to order at 4:35 p.m.

II. Roll Call

Members Present: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea , Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon.

Members Absent: Ray Meifert.

Staff Present: Michael Frey, Art Center General Manager.

Community Members Present: Phil Johnson; Twelve students from Southview Middle School in attendance as part of a government class.

III. Approval of Meeting Agenda

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes. No additions to the agenda voiced. The agenda as stated is approved and will be followed.

IV. Adoption of Consent Agenda

A. Approval of Minutes – Regular Meeting of March 28, 2013

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of March 28, 2013. No changes voiced.

Motion by Member John Swon and seconded by Member Barbara La Valleur that the Art Center Board approve the March 28, 2013 minutes as presented.

Ayes: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea , Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

V. Community Comment

Chair Bouassida welcomed the students of the Government class.

VI. Reports/Recommendations

A. Elections

Member Swon asked if election results for the Board continued to the Commission. Member Bouassida noted in the affirmative.

Member La Valleur nominated Member Bouassida for Chair and Member Nelson seconded the nomination.

Ayes: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea , Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried. Member Bouassida elected as Chair for 2013-2014.

The Chair opened the floor for nominations for Vice Chair. Member Swon nominated Ray Meifert. Members O'Dea and Nelson nominated Thomas Raeuchle.

Motion by Member Kandace Ellis and seconded by Member Kitty O'Dea to vote by secret ballot with the names of both Meifert and Raeuchle on the ballot.

Member Raeuchle elected as Vice Chair by majority of cast ballots.

A1. Reports and Recommendations to the Board or Commission - Discussion.

Chair Bouassida proposed to streamline the meeting process and increase efficiency by having members provide reports electronically one week early for review.

Motion by Member La Valleur and seconded by Member Nelson that all reports be sent electronically one week prior to the meeting date.

Member Lappin stated that Juried Show and Membership numbers could significantly change in one week. Member Raeuchle suggested having reports submitted by Monday the week of a meeting.

Amendment to Motion by Member La Valleur and seconded by Member Nelson to have reports sent electronically the Monday before a Thursday meeting.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea, Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

Motion by Member O'Dea and seconded by Member Ellis to have all reports placed on the meeting consent agenda unless:

a) An action item is included in the report, and/or b) a member of the commission wants discussion on a report.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea, Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

B. Arts and Culture Commission Ordinance 2013-05 Update

General Manager Frey presented an updated copy of Ordinance 2013-05 with recommended changes from Council's April 16 meeting. Frey explained that once the ordinance has a second reading and is published the Art and Culture Commission would become effective and the Art Center Board will no longer exist. The second reading of the ordinance takes place at the May 7, 2013 Council meeting.

C. Arts & Culture Commission - Discussion

The current board expressed excitement regarding the new Arts and Culture Commission and looked forward to the work ahead.

D. Edina Film Festival

Member Swon noted November 7-9, 2013 as the tentative dates for the 3rd Annual Edina Film Festival at the Edina Landmark Cinema. The manager of Landmark Cinema is working to reduce the theater rental price for the three day festival.

Member Swon requested a Ways & Means Committee meeting to discuss potential donors. A new donor packet is being designed for fundraising.

A new feature of the event this year will be a poster design contest to raise awareness. Member Meifert is approaching Nancy Carlson to be judge. Member O'Dea asked about participant age for the contest; the poster contest is open to all ages.

Member Peterson asked about a one-day versus three-day festival. Member Swon stated that the theater price, quality of films and marketing affects the amount of days of the festival. More discussion to follow once the Arts and Culture Commission is in place.

E. Fourth of July Parade

Member La Valleur noted the Public Art Committee discussed a presence at the 4th of July parade. Manager Frey stated the Art Center was discussing a presence as well.

Motion by Member Raeuchle and seconded by Member Peterson to create a temporary working group to plan the 4th of July parade with Members O'Dea as Chair of the working group.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Kitty O'Dea, Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

F. 29th Annual Members' Juried Show

Member Lappin noted one Juried Show meeting had been held and review had begun on the individual and business donor letters. She also noted that volunteers are being identified and the search for judges has begun. Member Meifert has joined the Juried Show Committee which will meet this year on Friday afternoons.

Inquiries have been made as to alternate locations for the Juried Show. It was identified that the process needs to begin earlier to find possible locations. The Galleria had been contacted, but expressed concern about an art display of this magnitude. A discussion of donors and food sponsors took place. Member Lappin stated that sustainer and contributor donors need to be contacted. The need for a Ways & Means Committee meeting was again noted.

G. Membership

Member Lappin reported seven new members which are down from past months, but similar to last year. She also stated it was worth investigating cross-membership with other Edina enterprises.

H. Public Art Committee

Member La Valleur stated the date for the Opening Reception for Sculptors has been set for June 12, 2013 at Pinstripes in Edina. The Mayor has committed to attending. She also noted she attended the Transportation Committee meeting earlier in the week to listen to the discussion of plans for France Avenue, and she expressed a comment to include public art in the design.

VII. Correspondence and Petitions

None received.

VIII. Chair and Board Member Comments

Chair Bouassida noted the importance of presenting the new Arts and Culture Commission as a unified body in the eyes of City Council and the residents of the city. Any commission member should present ideas to the entire Arts and Culture Commission for review prior to action.

Motion by Member Peterson and seconded by Member La Valleur to form a working group to enhance the presence of music within Edina.

Ayes: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Colin Nelson, Kitty O'Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

IX. Staff Comments

A. General Manager – Monthly Report

Mr. Frey briefly reviewed the information contained in his Edina Art Center Current Numbers Financial Report including membership and social media numbers. Registrations are up almost \$12,000 from the same time last year. He stated that the Art Center Class Schedule will be combined with the Parks and Recreation Activities Directory with the hopes of getting Art Center programs into every home in Edina. Currently 35% of registrations come from Edina with 65% from outside areas.

Member Bouassida and Manager Frey met with Bill Neuendorf regarding a community action team regarding the Grandview Square District and the associated development. Nine representatives will be selected with one member from Parks and Recreation.

Member La Valleur noted a conversation with the Ft. Myers, FL Public Art Chair that is working on writing an ordinance to include funding for public art in city code and building project funding.

X. Adjournment

The meeting was adjourned by the Chair at 6:00 p.m.